COPIES MADE

* ‡
26238B SPOL CH
* ATTN: W. THOMA/R. CORNER, LAUSANNE

* NOVEMBER 11, 1983

* IN CONNECTION WITH H. MAXWELL'S MESAGE OF 28 OCTOBER TO YOU
* REGARDING PHILIP MORRIS POLICY ON THE NONUSE OF STATEMENTS BY
* ANTISMOKING ORGANIZATIONS IN ADVERTISING, ALL INFOTAB MEMBER
* COMPANIES (BRITISH AMERICAN TOBACCO, IMPERIAL, PHILIP MORRIS,
* REEMTSMA, R.J. REYNOLDS AND ROTHMANS) HAVE AGREED ON 30 OCTOBER
* 1983 TO THE FOLLOWING PRINCIPLE.

* QUOTE

* ''IT IS THE POLICY OF ALL MEMBERS OF INFOTAB THAT STATEMENTS HAVE
* BY ANTISMOKING ORGANIZATIONS WILL NOT BE ENDORSED BY MEMBERS. THIS
* POLICY WILL BE COMMUNICATED TO THEIR MANAGEMENT WORLDWIDE.''

* ENDQUOTE

* I WOULD BE MOST INTERESTED TO LEARN IF YOU ARE STILL ENCOUNTERING
* PROBLEMS WITH BAT REPRESENTATIVE IN YOUR LOCAL NMA(S). WE HAVE BEEN
* ASSURED THAT THEY WILL NOW REVERT TO THEIR EARLIER POLICY OF
* COOPERATING FULLY WITH US AND OTHER INDUSTRY MEMBERS IN MATTERS
* PERTAINING TO SMOKING AND HEALTH.

* BEST REGARDS,
* ANDREW WHIST

cc: LCC
GD
FHD
KIF
UG
JOG
AGi
JEG
AMCL
TAM
NAGO
HHS
EDS

* CC: H. CULLMAN
* A. HOLTZMAN
* H. MAXWELL
* R.W. MURRAY
* R. SNYDER

* ++++JF

* NNNN
* NOV 12 1983 00:09

* VIA CCI G
* ‡
26238B SPOL CH

2501048700

PHILIP MORRIS EUROPE SA
22 NOV. 1983
EEMA LEGAL DEPARTMENT
File: Smoke Health

Source: https://www.industrydocuments.ucsf.edu/docs/yglx0000